

wherein each of said available classifications corresponds to a predetermined range of coffee taste preferences; and

a1 said Multiple Self-Characterization Cues comprising one Abstract Lifestyle/Personality Cue which is the same object across three or more classifications but varies in shape, whereby the consumer identifies and purchases one or more of said products.

Please amend claim 20 as follows:

20. (Amended) A method for directing a consumer to one or more types of coffee from a plurality of options, said method comprising the steps of:

a2 presenting Multiple Self-Characterization Cues to said consumer regarding said consumer's coffee taste preferences, said information collection being provided through the use of a representation at the point of purchase;

said representation describing a classification of coffee products from among at least two available classifications, each of which may contain multiple coffee products, wherein each of said available classifications corresponds to a predetermined range of coffee taste preferences; and

said Multiple Self-Characterization Cues comprising one Non-Coffee Related Abstract Lifestyle/Personality Cue which a unique object across three or more classifications, whereby the consumer identifies and purchases one or more of said products.

Please amend claim 53 as follows:

53. (Amended) A method for directing a consumer to one or more types of coffee from a plurality of options, said method comprising the steps of:

a3 presenting two or more Non-Coffee Related Multiple Self-Characterization Cues to said consumer regarding said consumer's coffee taste preferences, said information collection being provided through the use of a representation at the point of purchase;

said representation describing a classification of coffee products from among at least three available classifications, each of which may contain multiple coffee products, wherein each of said available classifications corresponds to a predetermined range